MASONITE

In Home Design · Construction

. . . Decoration . . .

INSULATION · PRESDWOOD · QUARTRBOARD · TEMPRTILE · *Century of Progress* FLOORING

The Hatch & Bailey Co.

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TRANSPORTATION has been streamlined, made faster and more efficient. Means of communication have been almost magically improved. Life expectancy has been increased. The frontiers of knowledge have been advanced. Remote parts of the world have been explored. New textiles, foods, and appliances have been invented.

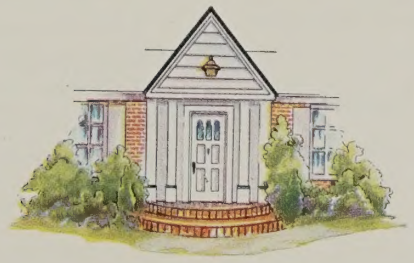
But perhaps no greater progress has been made during the last few years than that made in home design, construction and decoration.

In the pages of this booklet a number of these important advancements are described. Because they so definitely affect your daily comfort and enjoyment we sincerely believe you will be interested. Because of the part Masonite products are playing in these accomplishments we have an admitted selfish interest in picturing and detailing them to you.

It is our hope that this booklet will help show you how to take advantage of these developments in building a new, durable, modern, comfortable, convenient, and beautiful home of your own, or to put your present home in step with the times.

MASONITE CORPORATION

111 W. Washington Street **Chicago, Illinois**



A lovely Classic Modern entrance hall with walls of Tempered Presdwood in natural finish, the horizontal bevel edges forming V-grooves. The ceiling is also of Tempered Presdwood, painted, and grooved. A dignified, hospitable hallway of striking beauty

THE FIRST "home" of primitive man was the place where he brought his game when he killed it, the place where he ate, slept, made his flint implements, and lived. But as time went on, it soon was realized that this rude shelter was not enough. Man wanted a better protection from the freezing winds of winter, and the blistering suns of summer. He wanted comfort — and as his appreciation of beauty increased — he wanted something more than a few hieroglyphics on the walls to decorate his home. As he became more secure, he wanted a home of greater durability and permanence. But because the struggle for existence was still a problem, he wanted all this with an economy of effort and expense.

Better Homes Become Goal of Mankind

COMFORT, beauty, permanence, and economy — these four elements have been the goal of mankind in the design and construction of his home down through the later ages. As civilization has progressed, great strides forward have been made in all these particulars. Modern millwork, masonry, metal manufacture, textile weaving, plastics, air conditioning, electric wiring, not to mention such things as automatic refrigeration, radios, vacuum cleaners and the like, have brought man's home nearer and nearer to its objective.

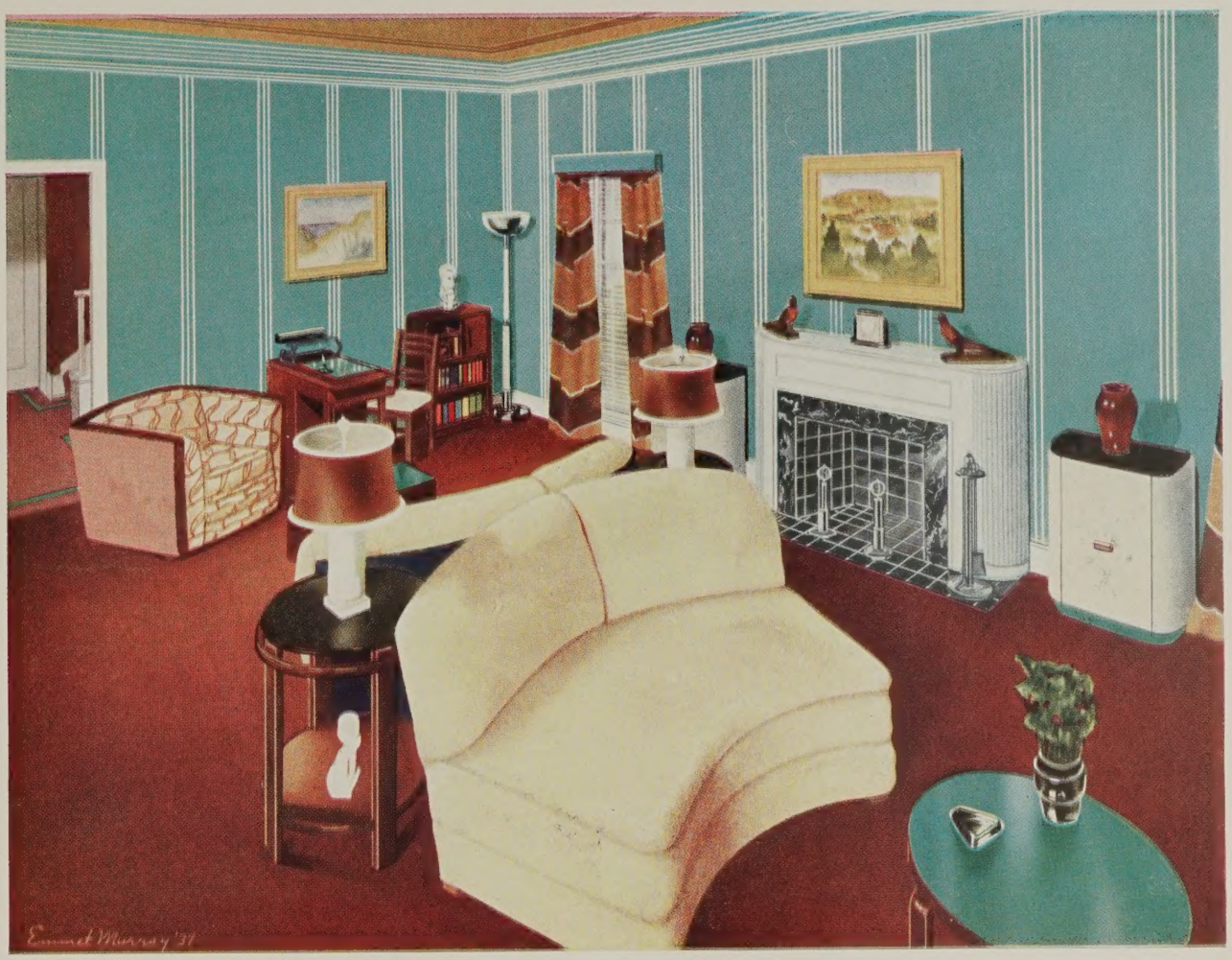
It so happens that within the last few years major advances have been made along all these fronts. Among the most important of these advances are the following:

(1) Adequate insulation to help provide warmth in winter, coolness in summer.
(2) Simplicity of architectural style and interior construction, and
(3) A utilization of the emotional value of color in home interiors.

It will be readily seen that insulation advances man's ideal of comfort, and that style and color advance his appreciation of beauty. In the practical working out of these, it will be realized that greater permanence and economy are also achieved.

Home Insulation Now is an Important Requisite

WHEN you take the plans for that new home of yours to your architect or builder or lumber dealer, you will be told that insulation is now one of its most important requisites. It is as important as plumbing, central heating or electric wiring. Properly insulate your home, they will tell you, and it will be modern for many years to come. Fail to do so, and it will be as obsolete as a model



Presdwood walls, grooved in a smart triple-line vertical motif, and painted a soft blue, provide complementary color tones of unusual richness in this attractive living room. The ceiling is of QuartR-board in natural brown finish, heightening the loveliness of the rug

T Ford. And for a good reason. Properly insulated homes keep out the winter's cold and also the summer's heat.

But, you may ask, aren't ordinary walls thick enough to do all this? The answer is "Yes, if you build them thick enough!" But no one wants to build them that thick because of the expense involved. Besides, such thickness is no longer necessary. Science has developed an insulation board which because it is filled with millions of minute air cells, effectively resists the passage of heat or cold. It is called Masonite Insulation, and is made by exploding clean wood chips under high pressure steam, then felting and pressing the tough wood fibres into sturdy boards.

Insulation Gives Comfort Plus Economy

WITH THE use of Masonite Insulation you can now achieve comfort the year 'round. Heating plants can be smaller, and less costly to operate. Fuel bills can be reduced as much as 20 to 33 per cent. Masonite Insulation reduces drafts. It cuts down heat and cold infiltration and makes it safe for little children to play with their toys on the floor without the danger of constant temperature changes.

How is this Masonite Insulation used? In several ways. First, as roof insulation. A roof well insulated can by itself make as much as 20 per cent difference in your fuel bill. Second, Masonite Insulation is built into the exterior walls of your home, under the wood siding, brick, stucco or other exterior finish. It is also used under floors not only for insulation but for its sound deadening properties as well. For these purposes Masonite Structural Insulation is used — it comes in sturdy boards four feet wide and up to twelve feet in length.

Masonite Insulating Lath is also used inside your home. It makes an excellent plaster base because it holds plaster with a mighty grip. In tests, a pull of 1000 pounds per square foot was exerted before the bond of plaster to board was broken. Because it stops heat, lath marks do not show. For this use Masonite Insulating Lath, which comes two feet by four feet with the four foot edges shiplapped, is recommended.

Boards of Rare Beauty Need No Decoration

SO RICH and lovely is the natural brown color of Masonite Insulation that it is being increasingly used in its natural state — although it can be easily painted. As will be explained later in this booklet, smart, modern effects are being achieved by using the board in its natural color with beveled edges and tooled or sanded

The cheeriness so desirable in the dining room is achieved here by rich walls of De Luxe QuartRboard left natural except for its bright trim of red, with ceilings of white painted QuartRboard, grooved and striped to match the carpeting and the draperies

designs. Boards of such beauty need no decoration.

One of the most important features to consider about any insulation is its moisture-resistant qualities. Insulation that absorbs moisture, becomes soggy or packed down, loses much of its efficiency. Masonite Insulation is highly moisture-resistant. It will not chip, crack or warp. It contributes to comfort with its insulating and sound deadening qualities. It is economical to install and works economies in fuel bills. It is beautiful in itself and lends itself to many decorative treatments. Thus does Masonite Insulation make a substantial contribution toward man's ideal home.

Simplicity in Home Exteriors and Interiors

IN OUR desire to achieve beauty, mankind has frequently fallen into the pitfall of over-ornamentation. On most every avenue and in every village you can still see examples of such a transgression in the last generation — ugly, overdressed relics of a Victorian era, those monstrosities of architecture, the turreted, balconied, wide-corniced, furbelowed house, reminiscent of women in bustles and men in peg-top trousers and button shoes.

Our recognition that simplicity, sincerity and practicability are the really beautiful has led us into two developments architecturally. We have taken the best of the traditional and made it lovely. The classic simplicity of the various Colonials and Early American types, the rugged charm of the English, the graciousness of the French, the stateliness of the Italian, and the rambling picturesqueness of the Spanish have been idealized by modern treatments into homes of rare beauty. At the same time a new architectural style had been born. For want of a better name we call it Modern. Like the adaptations of the traditional, the Modern puts the emphasis on simplicity. Unnecessary ornaments are shunned. Homes are planned for modern conceptions of orientation, recreation, functional uses, and the wealth of modern materials are used with frankness and without attempts to follow conventional styles.

This simplicity and honesty in exteriors has naturally permeated the interiors. We are eliminating the frills, the highly ornamented wainscotings, the over-fluted woodwork, the plate rails and scrolled grills. In their place we are choosing materials that provide utmost utility and yet are, or can be made, beautiful.

A Range of Products for a Range of Uses

IT IS ONLY natural that for these purposes Masonite products are so frequently chosen. We have already

Practical and lovely are kitchens such as this of Presdwood Temprtile lower walls and Tempered Presdwood upper walls and ceilings. These gleaming surfaces are easily cleaned, and will not crack, chip or warp. The several shades of green are especially effective

seen how Masonite Insulation fills the utilitarian purpose of keeping out cold in winter, heat in summer, and yet can serve as interior finish, too. But Masonite Insulation is but one of a family of five principal products, each with a distinct use in your home.

Masonite QuartRboard is a semi-hard board that, like its companion products, can be sawed, planed, sanded, nailed, cemented, painted, varnished or lacquered; yet it will not chip, crack or warp. Masonite QuartRboard is used for walls and ceilings, either in its natural rich brown color, or painted, or beveled. Rooms finished in QuartRboard suggest dignity, quality, modernity, and beauty. It comes in large, but easily handled and easily cut, panels that make application simple.

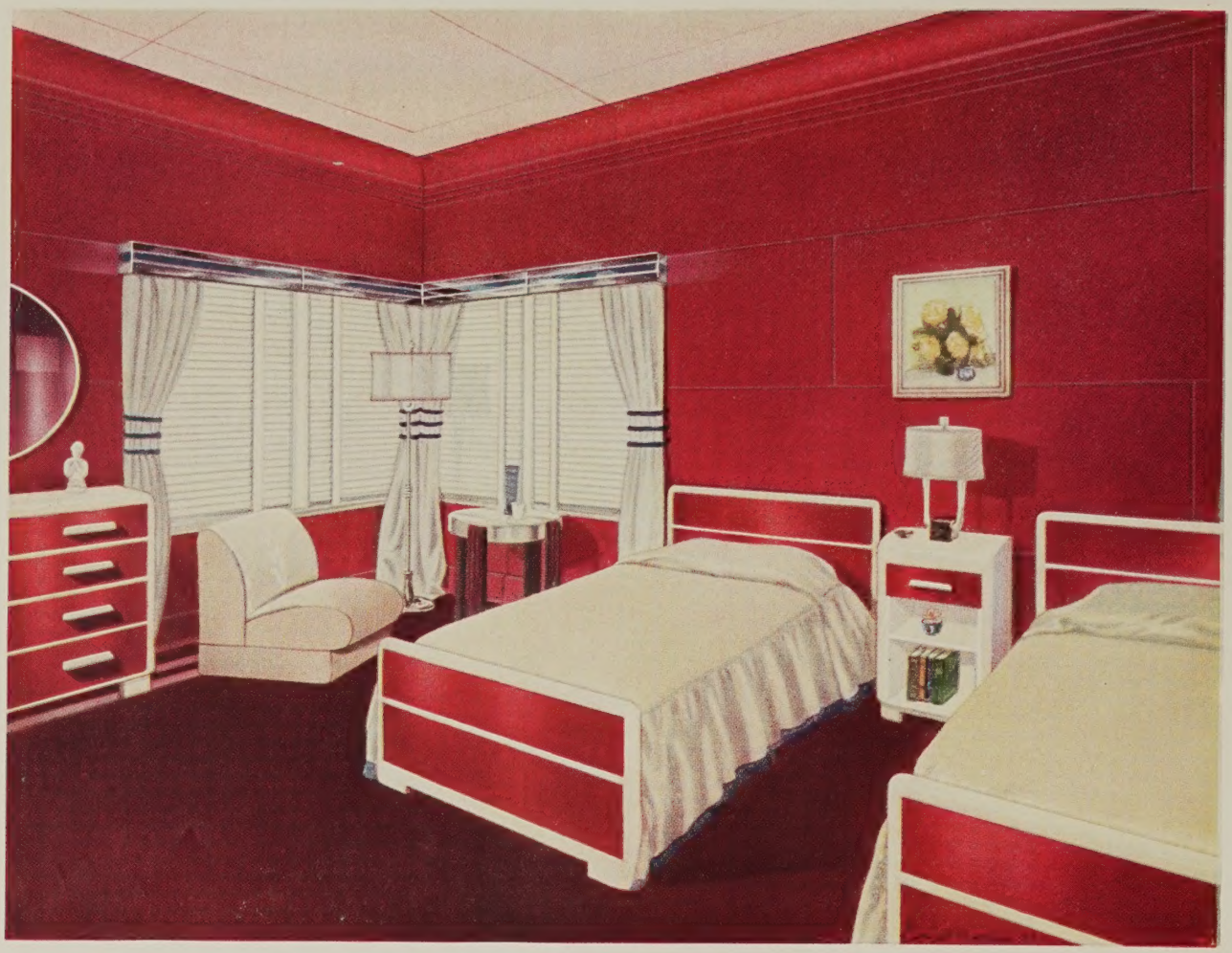
Presdwood, "The Wonder Wood of a Thousand Uses"

MASONITE Presdwood has been called "the wonder wood of a thousand uses." It is a dense, hard, smooth-surfaced board in various thicknesses from one-eighth inch up. Presdwood is the ideal finish for walls, and particularly for wainscotings. Such walls answer the need for permanence and durability. Presdwood provides the simplicity that is beautiful as well. Presdwood is knotless and grainless. It is tough. The ordinary bumps and thumps of daily life will not dent it. It will not split or crack, yet because it is made of wood it is easily workable. Tempered Presdwood is the ideal material for table tops, cabinets, desks, as well as for store fronts, sales displays, sign boards and multitudinous other uses. You can paint Presdwood any color you desire.

Masonite Temprtile for Kitchens and Bathrooms

MASONITE Temprtile is an outstanding contribution in making modern kitchens and bathrooms practical and gorgeously colorful. You who have always wanted the beauty of gleaming tile can now — with Presdwood Temprtile — have baths and kitchens of rare beauty without paying the cost of ceramic tile. And Temprtile, properly applied will not chip, crack or warp. It can be finished in any color. Temprtile walls can be washed easily. Temprtile is the modern answer to the need for durability, economy and beauty in two of the most-used rooms of your home — the bath and the kitchen.

Masonite Century of Progress Flooring is the fifth member of the Masonite family of products. Here is a floor covering that, for certain areas is ideal from a



The epitome of modernity and smart loveliness is this bedroom, with ceiling of Masonite QuartRboard and Insulation, painted oyster white, and walls of Masonite QuartRboard, painted mulberry. An exquisitely colorful room that will STAY lovely always

cost-service standpoint. It is a floor covering of low cost suitable for entrance hall, study, den or certain types of living room. It should never be used in bathrooms or kitchens.

Color is Making Homes of America Enchanting

INTERIOR designers and architects now refer to the age just preceding the present decade as the "mud and mustard dinginess" of the past. We talked of "symphonies in sepia" or in blue, or in green, but we used the grayed shades, and without the compensating magic of complementary hues.

Now we realize that we have been overlooking the most important asset of color, its emotional effect. We are now copying the joyousness of nature. We are capturing the stimulating loveliness of spring and summer, the delicate blendings of vari-hued flowers, the soft harmonies of the sunrise and the sunset, the daring contrasts of the rainbow and, with Masonite left natural, the rich warm brown of autumn—and putting these lovely color tones inside our homes where they can have a definite effect on our spirits and our sense of beauty. We are lifting our homes out of the commonplace. We are dressing them in beauty. We are making them modernly alluring, stimulating or soothing, effervescent or quieting all with color.

With color, we are getting that intangible thing called PERSONALITY into our homes. We are finding that color can so enchant us that all other details are overwhelmed. Hence, because it is such an important factor, we are attempting to go about it intelligently. We are utilizing the recent scientific study of color to achieve proper color combinations and balances.

"Oh!" we hear you say, "But I don't understand colors. It's all too deep for me." Of course! So may good music be quite beyond you until you learn a little more about it. There may be a few persons who have a natural color sense, just as there are certain geniuses with a notable talent for music. But just as it is unnecessary to have a heaven-born ear for music to learn to enjoy good music, so is it unnecessary to have an innate eye for color to appreciate the value of color.

The Emotional Values of Color in Home Interiors

JUST AS certain types of people like certain types of music — ballads or jolly tunes, solemn cadence or sprightly swing — so certain people react differently to colors. For example, red is an elemental color. It expresses fire, energy, warmth. To many it stimulates, it cheers

Presdwood Temprtile is the ideal wall surface for bathrooms. These smooth, durable boards can be painted any color desired. Grooved into squares as shown, they give a tile-like appearance at a surprisingly low cost. Here is a modern bathroom in good taste

or it excites. Such persons generally find an excuse for getting at least an accent of it around somewhere. Yet to others red may have little or no appeal. You may love yellow or blue. You have definite favorites and these should be helpful in your choice of color in your home.

Nature's Own Rich Brown is Brought Indoors

WE HAVE spoken of browns. Brown essentially is one of the loveliest of hues. It is our previous use of brown that has been too often faulty. We have surrounded it with colors or shades that reduce it to the minimum of beauty, whereas it can be made the acme of beauty. Nature has provided us with many rich, mellow browns. Much of the earth is brown; many tree trunks are brown. Millions of people have brown hair, brown eyes, and a lot of us spend painstaking hours on the beach or on the golf course to achieve a delicious suncoat of brown. Brown, in the new conception of color in the home, is rich and appealing in itself and enhances the value of every other color tone used with it.

And so on down the various color hues. Each normally has its particular effect on our senses when used under certain circumstances. To outline them all would require several volumes. Let us learn more about HOW color is used in the home.

Along with this desirability of color in the home has come the need for finding ways of using it. Obviously, ceilings and walls of a room must play an important part in the color orchestration — one prominent decorator has likened them to the important violincellos in a symphony orchestra. They support the theme of the ensemble. They provide the background for the other decorative notes.

Masonite Products Lead the Way to Color Beauty

BUT TO have ceilings and walls capable of taking color is not enough. To meet modern demands — they must be durable. THEY MUST NOT CHIP, CRACK, OR WARP. They must RESIST MOISTURE. Here again, as in the need for simplicity of line, Masonite products form the logical answer. Masonite Insulation for interior finish, Masonite QuartRboard, Masonite Presdwood, Masonite Temprtile, Masonite Century of Progress Flooring are selected by home decorators and designers because these materials are beautiful in their natural state, or with the exception of the flooring, can be finished in any color desired. The trend toward streamlining is being reflected in the use of horizontal and vertical lines, sub-

A glorious recreation room at low cost! The walls are of QuartR-board in its natural finish, beveled in a smart design. The ceiling is of Masonite Insulation, also beveled. The floor is Masonite Century of Progress flooring. An ideal spot for bridge or billiards

ordinate to the main effect or the color. These Masonite products lend themselves perfectly to such treatment. Beveled edges, grooved designs, and strips of metal are natural counterparts to Masonite installations. Thousands of satisfied homeowners are enthusiastic not only over the beauty of their Masonite interiors, but over their economy and durability as well.

Masonite Products Place Man Nearer His Home Goal

THUS IT can be seen that the present decade has taken us a long way toward man's ideal of a home. Comfort, beauty, permanence and economy are being achieved in greater degree than ever before. We are insulating our homes for year around comfort, simplifying their interiors for beauty and permanence, using color for its emotional and esthetic effect, and — with Masonite — effecting economy as well.

Building a new home or modernizing an old home is an important step in the life of each of us. We can not go about it with the same nonchalance that we buy this season's hat or this summer's suit. We expect to live in and enjoy our home for a generation, and hope that others may enjoy it for generations in the future. We want our home to express our personality and our tastes. We are concerned with quality of materials. We take time to find out about the new developments of the last few years.

That is why we who present you with this booklet hope that you will be guided to a certain extent by the principles set forth here. If you are so guided, your home will be a more delightful place in which to live — a source of constant delight to you, a home your friends will certainly admire. In the pages that follow are additional examples of modern home design, construction and decoration, as well as more detailed specifications of Masonite products.

Helpful Suggestions Are Yours for the Asking

NOT EVERYTHING concerning Masonite can be included in even a single volume. Nor can all the beautiful, varied effects achieved by thousands of home owners be pictured. It is our sincere desire, however, that what we have selected to show you, will arouse your desire to put your present home in step with the times, or to make your new home a thing of beauty, comfort and convenience. If you have home building problems particularly your own, which this publication does not answer, write us about them. To do so places you under no obligation.

SELECTED VIEWS

FROM HOMES, STORES
AND OFFICES OF
SATISFIED USERS

Famous Artist Chooses *Masonite* To Restore His Home

GRANT WOOD, famous for his "American Gothic," "Daughters of Revolution," and "Dinner for Threshers," which he painted on Masonite Presdwood instead of on canvas, might also take a bow for distinguished work in the field of home decoration. Recently he and Mrs. Wood, herself an artist in operatic circles, purchased and re-created a charming old pre-Civil war homestead in Iowa City, Iowa. Their problem was not only to restore traditional loveliness to an old, age-withered landmark, but to do it economically and yet permanently. They naturally selected Masonite.

A faithful reproduction of the webbed and grooved walls of pre-Civil war days was achieved with Presdwood, shown in the vista above, and the gracious and graceful staircase below

At RIGHT is the quaint dining room in the home of Mr. and Mrs. Wood. The upper part of the walls is papered in white, and the cabinets and wainscot are made of grooved Presdwood

The large rectangular living room of the Grant Wood home, with its fireplace walls finished in grooved, painted Presdwood

MR. AND MRS. WOOD found the simplicity of webbed and grooved walls could be admirably achieved by installing large sections of Presdwood, grooved before installation into a faithful reproduction of the pre-Civil war motif. They discovered that the original beauty of smooth, painted wainscot and cabinets in combination with early Victorian wallpaper could be acquired by making the wainscot and cabinets of smooth, grainless and splinterless Presdwood. They used Masonite Insulation on the ceilings, painted in a light color to go with the color scheme, and Masonite Insulating Lath as a base for plaster on certain of the upper sidewalls. Thus they could be sure not only of an enduring restoration, but a quiet, comfortable home, too.

At left is a closeup of the dining room wall, with a vista of the living room beyond. No chance for these walls to chip or crack!

Smart New

MASONITE TREATMENTS

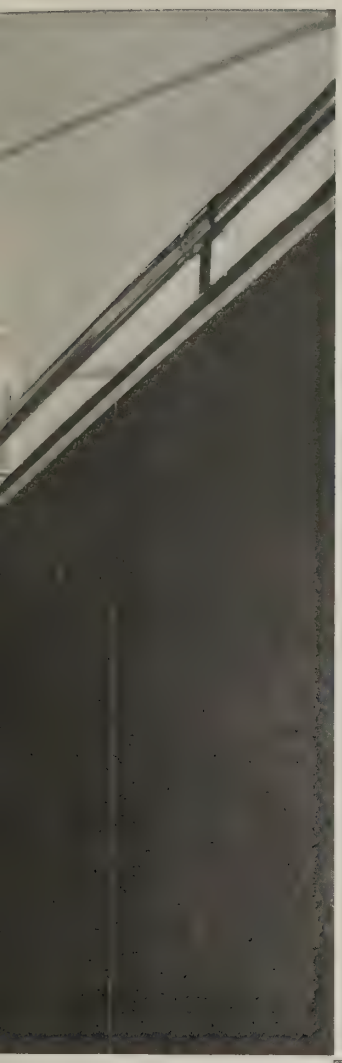
The entrance hall shown in the upper photograph is an example of the striking beauty of Presdwood combined with horizontal strips of aluminum to give an effect of width to what is actually a high-ceilinged hallway. The darker coloring of the ceiling also contributes to lowering the apparent height of the room. The living room corner illustrated immediately above shows another use of Presdwood with copper, in modish triple bands for spaciousness

Using Chromium, Aluminum or C

One of the most characteristic symbols of the streamlined age is the horizontal line. One of its most attractive applications is in the interior decoration of the home. With metal strips — gleaming, silver-like, non-tarnishing chromium and aluminum, stainless steel or rich burnished copper — this horizontal line motif combines delightfully with various Masonite products. They can tastefully be used singly, or in double or triple parallel lines.

Numerous smart effects are easily achieved. The photographs on this page show examples of Masonite Structural Insulation, Masonite QuartRboard, and Masonite Presdwood forming the panels between which is laid various types of metal strips. Such battening also serves the utilitarian purpose of neatly sealing together the wood boards. Any number of gorgeous color effects can be used, and in actual practice you will find them enriched by the shiny bands of metal.

Line motifs serve many purposes in the interior designer's book of tricks. Used horizontally they make high-ceilinged rooms look more spacious; used vertically they make low-ceilings appear higher. Together they make interesting patterns, and provide a nice contrast in texture.



THE HOMEMAKER cannot give too much thought to the appearance of the entrance hall and living room of her home. It is in these rooms that her tastes are most frequently on parade before guests. Modern designers favor a minimum of furnishings in the entrance hall. This throws an added emphasis on the need for attractive walls and ceilings. Generally the "rule of one" is adopted — one small chair, one small table or bench, or small mirror, and one small picture. Tastefully arranged, against a background of richness such as is possible with Masonite, even the simplest entry looks appealing.

The keynote of today's living rooms, whether traditional or modern, is convenience and comfort. They must be arranged to give greatest accessibility and yet orientation. They must provide adequate light by day and by night. They must be furnished with easy, restful chairs. The living room is just what its name implies, a place for relaxation and every day enjoyment. Walls, which are the backgrounds, must contribute to both. Colors must stimulate or reflect the finest mood of the family. They must match in richness the furnishings. They must be easily kept clean, and free from cracking, warping or splitting. To all of these requirements Masonite products provide the ready and complete answer. Masonite walls and ceilings not only make possible beauty, smartness, and personality, but they are economical, too. They are easily installed, and will retain their attractiveness for years. They can be used in their rich natural brown color, or painted any hue desired.

pper Strips

INSET RIGHT: A refreshingly modern treatment of Masonite QuartRboard with beveled line ceiling, and chromium strips to set off a book case, as well as give an attractive horizontal line effect

RIGHT: Living room in the House of Tomorrow for the General Electric Company, Cleveland. Presdwood walls and ceiling, and Masonite Century of Progress Flooring. The strips give it spaciousness

The lovely dining room shown at the top of the page has sidewalls and ceiling of Masonite Insulating Lath as a plaster base. Acoustical plaster is used over the ceiling, and plaster and wallpaper in a plain but rich design on the walls. A splendid example of creating a soft texture to offset the naturally hard-surfaced appearance of table and chairs

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The breakfast room in the lower illustration is a sprightly treatment in the modern manner of an attractive paper over plastered Masonite Insulating Lath. The ceiling is of Redwood. A room like this, with an excellent vista of the garden, can have a definite effect in inducing appetite. Masonite's ways of making your room charming, are endless

Atmosphere For Appetites

JUNIOR doesn't eat his spinach. Mary Ann won't finish up her green beans. Even Dad's zest for tenderloin steak is lagging. Your cooking mediocre? No! Perhaps you should look to your dining room! Scientists say that color and attractiveness of surroundings have a lot to do with appetite. Aviation companies change air liner interiors from certain shades of yellow to light blues and greens, and reduce the cases of air sickness. Restaurant owners replace cold, unpleasant colors with warm, luscious ones, and sales jump. Appetite waits on wall coverings, if you please, so look to yours.

With Masonite you can choose your own color partners. Masonite Insulation, grooved and beveled, is most attractive on sidewalls in its natural state. And of course you can paint it as you will. For added richness you may prefer any of the varied treatments of QuartR-board or Presdwood. Perhaps your tastes run to scenic wallpaper, the companionship of "Voyage en Suisse" or the "Fetes de Versailles." Masonite Insulating Lath holds plaster with a firm grip, and will thus make possible the most intricate or the most simple wallpaper design without a crack or a chip to mar its beauty.

Let Masonite boost appetite! Let any of these lovely interiors set the proper mood for the room and its occupants. Dining room furniture by its very nature is simple and restrained in coloring and design. Walls and ceilings are depended on for brightness, cheeriness, warmth and beauty. Wise homemakers see to it that more than usual attention is given to the proper materials — hence the trend to Masonite.

Lovely Labor-Saving Kitchens

THE ENGINEER has collaborated with the decorator to make modern kitchens practical as well as lovely. Scientifically prepared floor plans save steps from sink to stove, cupboard to refrigerator. Three principal working areas are grouped together, and where possible, controlled by a fourth. They are: the receiving, storing and preparation area grouped around the refrigerator, the cleaning and disposal area around the sink, and the cooking and serving area around the stove. A fourth area, the control desk, is a place for the telephone, radio, and files of recipes. Every unnecessary motion is cut out, every extra bending over eliminated by proper placing and height of these working spaces.

The same sense of practicability is adopted in the decorative plan. Walls and ceiling in today's kitchens MUST be easily washable. They must withstand heat, cold, hard knocks. They must be resistant to stain or grease and easily freed of possible smoke marks or grime. Leading the way in this movement for beauty plus utility is Masonite Temprtile. Gleaming loveliness is achieved with Presdwood Temprtile at surprisingly low cost. The variety of treatments is infinite. A popular installation is a combination of Presdwood and Presdwood Temprtile, the former for the upper walls and ceiling, and the latter for the lower walls. Presdwood Temprtile comes in large boards, grooved to resemble tile, and can be had custom-finished in an assortment of colors, or you can paint it any hue desired. Once you have put Presdwood Temprtile on your walls, your upkeep worries are forgotten.

No bother to keep the walls and ceilings of these lovely kitchens immaculately clean. They can be washed easily with a damp cloth and a few seconds rubbing. The kitchen shown at top of page has lower walls of Masonite Temprtile, and the upper walls and ceiling in painted Presdwood. Such a room can be the chief "show place" of a home

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The breakfast nook in the lower photograph is an example of Presdwood Temprtile walls and Presdwood ceiling. Kitchens as lovely as these of Masonite are inviting places for informal dining. You will be surprised at how easy and inexpensive it is to modernize your present kitchen with Masonite, or to plan a Masonite-lined kitchen in your new home

BEDROOMS OF BEAUTY

With the Alluring Restfulness of Masonite on Walls and Ceilings

ABOVE: Masonite Insulating Lath plastered and papered in this attractive bedroom shuts out many irritating noises. A charming room

INDIVIDUAL preferences rule supreme in the decoration of a bedroom. Here intimacy breeds contempt for what Tom and Dick and Harry may think of your decorative ideas. Let your bedroom look as YOU would like it. In general, a man's bedroom is inclined to be plain and severe, while that of a woman, especially a pretty and feminine woman, requires a light and skillful touch.

Masonite can be a help in either treatment. First of all, Masonite Insulation contributes to that most important element in a bedroom — quiet. Masonite Insulation on ceilings and walls makes for quietness that helps deep sleep knit up the ravelled sleeve of care. For the primarily masculine room, Masonite Structural Insulation itself is so attractive it can be used in its natural state, although most home owners prefer it only for ceilings, and apply QuartRboard or Presdwood over it on the walls. All these tough wood boards can be painted any color. They can be beveled in modern design, or combined with stainless steel, copper, or chromium strips. Or, since Masonite Insulating Lath is the ideal plaster base, it can be plastered then papered or tinted.

RIGHT: Masonite Insulation in beveled design on the ceiling, and QuartRboard with stainless steel strips on the walls, make for beauty

LEFT: Tempered Presdwood walls like these charmingly finished, can be painted in any colors desired, and will endure for years

YOU CAN go native in a Tempered Presdwood or Temprtiled bathroom. You can squirt sponges, slosh wet towels, splash shaving cream, let yourself go with abandon. Temprtile walls retain their distinctive beauty, reflect their air of luxury in spite of the gayest water capers. All that is necessary for immaculateness is a dampened cloth, a mild soap free of alkali and a few seconds light rubbing. And if you have read this booklet thus far you also know that properly applied Temprtile does not crack, split nor warp. In a word, you can have a bathroom of gleaming beauty — a tile-like surface that will retain its loveliness for a lifetime. Carrying out the trend toward straightforwardness is the bathroom shown at left, a study in black and white contrasts. In the bathroom below Tempered Presdwood enameled, is used on walls and ceiling.

The variety of treatments of Temprtile and Tempered Presdwood for bathrooms is almost unlimited. You can match your colored fixtures, or you can give them contrast; you can use white or use black or both, but whatever the color you can be sure it will maintain its original attractiveness down through the years.

BELOW: Bathrooms with Tempered Presdwood wainscots, walls and ceiling are easy to clean, are moisture resistant, will not crack or chip

SPLASH ALL YOU WISH!

Bathrooms of Presdwood Temprtile, In Gay Colors are Easily Cleaned

Dens Away From Dins

for Office Husbands

Homes these days place emphasis on "functional use." Floor plans are laid out with an eye to the way we live in this modern age rather than the way we lived a generation ago. Thought is given to such things as modern entertaining and recreation, the automobile, the radio, the automatic refrigerator and other inventions which affect our habits. Especially do we provide a place for father or mother or children to pursue their favorite hobby or pastime. The man of your house, if he is an "office husband" may wish a place where he can work evenings. Or perhaps he is the methodical type who needs a room of his own equipped with a desk for keeping the house budget in order. Pictured on thesepages are typical examples of how such rooms can be made attractive and practical.

Above: a tasteful combination den and extra bedroom sound insulated by Masonite Insulation in attractive beveled treatment. At Right: Masonite Insulation on the upper walls and ceilings in a modern design combined with wood wainscoting

Sound-Insulated by MASONITE

AWAY FROM the romping of Junior and Betty, away from the moaning saxophone next door, away from the car back-firing in the alley, away from the rumble of trucks in the street must be these snug, quiet retreats. Sound-insulation by Masonite Insulation makes necessary no sacrifice to beauty. As the illustrations on these pages show, Masonite adapts itself to any number of attractive beveled designs. It may be used in its natural rich brown color, or sacrificing the sound-absorbing property, it may be painted any desired color. And it offers a lifetime of service. Masonite Century of Progress Flooring is desirable, too, for dens. It adds an additional, attractive note, yet is low in cost, long in service, and is easy to keep clean.

Two all-Masonite dens that are modern as tomorrow, quiet, dignified, yet smart and modish. The two-tone effects on the ceilings are made by sandpapering. Note the easily-kept-clean Century of Progress flooring. Ideal haunts for today's husbands

Inviting Interiors for OFFICES

Modern wall designs like these can be easily achieved with Masonite Insulation or with Masonite QuartRboard

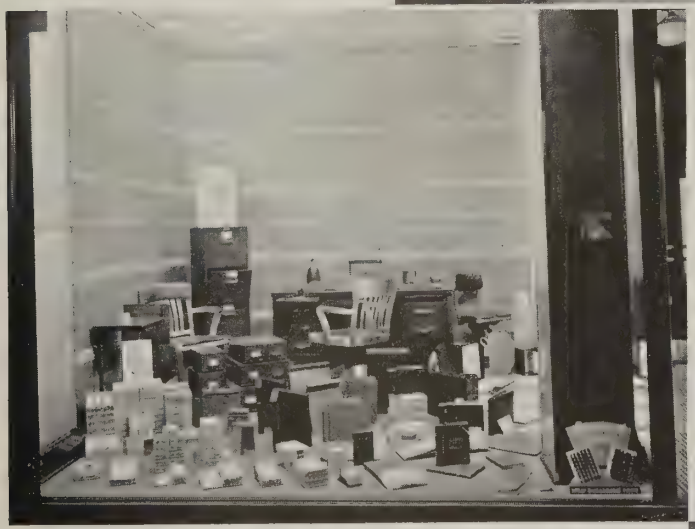
OFFICES receive hard, bruising wear, yet they must constantly reflect dignity, character, smartness. They must be easily cleaned of the grime of industry. Thousands of forward-looking office owners are using Masonite products to accomplish all these things. Masonite Insulation helps to make offices quiet and in its natural state with beveled treatment gives them a practical beauty that endures. Masonite QuartRboard and Masonite Presdwood, because of their added strength and toughness, are especially popular for walls and wainscoting. They can be grooved, beveled, or combined with chromium, copper or stainless steel strips and painted to blend in with any color desired. Moisture-resistant, knotless, grainless, splinterless, Presdwood gives a sleek, trim look — a substantial look — to an office.

Grooved walls of Presdwood or QuartRboard will not only look beautiful when installed, but will stay that way

Setting the Stage for MODERN SELLING

IN THE hard world of business, results count. Sales expenditures must be kept low, yet at the same time they must do the job. Modern merchants are learning the importance of setting the stage for selling, of creating the right atmosphere, whether their business be beauty salons, restaurants, or drug stores. Masonite products stand the test of small cost and big results. Easy to install, beautiful in themselves, they are being used increasingly for store interiors. Their smooth, rich surfaces give that inviting note which brings in trade.

Merchandise is displayed at its best in these panels of gleaming Presdwood. Note the table which is made of Tempered Presdwood



Masonite Deluxe QuartRboard scored with fluting tool trimmed with metal moulding is smart treatment for window backgrounds

SOMEONE has figured out that a sales window must make a compelling impression on the passerby in six seconds. It must attract attention by its beauty or originality. Alert merchants are responding to the possibilities of Masonite-lined display windows, interiors of such rare beauty as to re-inforce their products in the bid for public interest. Such window backgrounds can be easily installed, and can be painted in any color to suit the product displayed.

THE TOUGHNESS, durability and uniformity of Masonite products are suggesting other mercantile uses. The vogue for Tempered Presdwood cabinets, tables, desks, and benches is spreading rapidly. Tempered Presdwood is easily workable. It can be curved to suit most any design. Being splinterless and knotless, it presents no jagged edges to tear clothing or flesh. It is of uniform quality, and properly installed will not chip, crack, or warp. It can be used in its natural color, a rich brown, or painted any shade desired. The tables pictured in the lunch room at right are examples of a common use of Tempered Presdwood.

An attractive modern interior at low cost is this lunch room below, made of Tempered Presdwood wainscot with walls of Insulation

In Clubs

THIS MASONITE installation in the Taylor Hose Club, Meadville, Pennsylvania, is typical of the virility and character of Masonite Insulation in interior finish. The ceiling is left in its natural state, and the sidewalls are enriched with metal strips. The sound absorbing property of Masonite Insulation tones down that too often encountered and always irritating clatter of dishes. The lower walls are of Presdwood, and hence are capable of standing severe bumps and bruises.

In Churches

THE DIGNITY and restraint of Masonite Insulation, beveled and V-grooved is illustrated in this interior of the Parsons Primitive Church, Wilkes Barre, Pennsylvania. The two-tone effect is achieved by sandpapering. It is interesting to know that this entire installation was made by volunteer labor, all of it unskilled, so simple is the work of installing Masonite. Such walls stand the test of time. They will not crack, chip or buckle.

In Theatres

THE REX Theatre, Reading, Pennsylvania, illustrates how the smooth, pleasingly figured surfaces of Masonite can be delightfully dressed up with beveled designs. The ceiling and side walls above the wainscot are of Masonite Insulation, beveled and V-grooved and treated with colored designs. The wainscot and pilasters are of DeLuxe QuartR-board decorated with modish flutings. In such interiors, audiences enjoy sound pictures to the utmost. Such interiors, too, will not easily mar with wear, or crack, chip or warp.

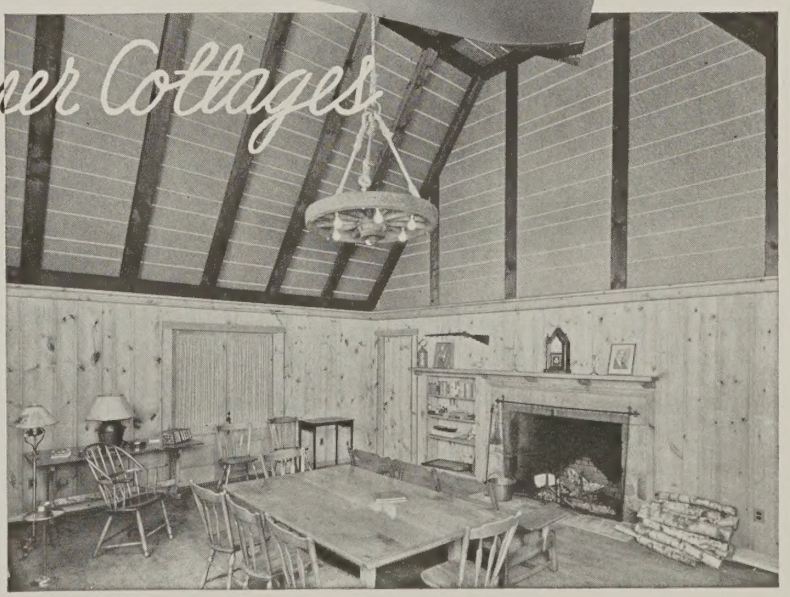
In Restaurants

THE ESSENTIAL of a wall surface in a restaurant is that it BE clean, and LOOK clean. Masonite Temprtile is easy to keep clean, and always looks clean. It is low in cost, hence is popularly used in restaurants from coast to coast. At right is a typical installation, the interior of Messinger's Restaurant, Van Buren Street, Chicago. No trick to keep these glistening surfaces immaculate! And these walls will endure for years. They will not crack or chip. They're made to last!

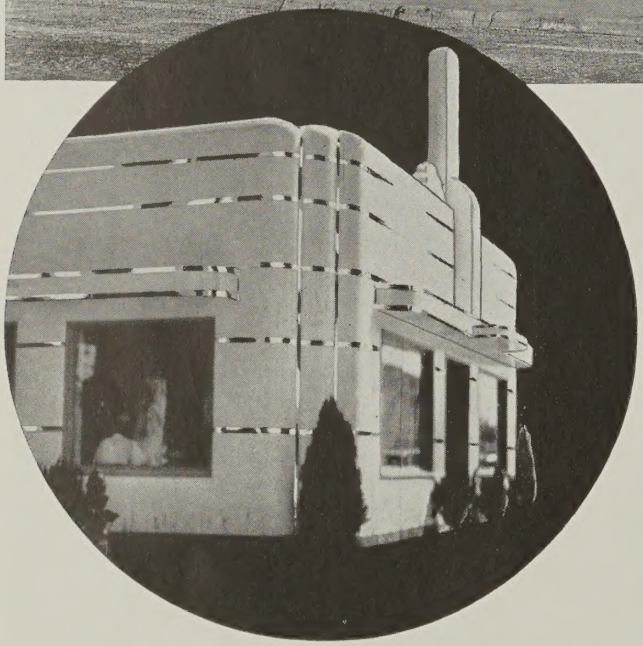
In Expositions

PRESDWOOD, "the wonder wood of a thousand uses" comes into its own in making ultra-modern displays in expositions. An example is the Sherwin-Williams booth at the right. Presdwood is easily adaptable to any purpose requiring a smooth, strong material, that can be nailed, sawn, bent and glued and that will take paints perfectly. Presdwood is light yet tough. It is easily workable into unusually striking effects.

In Summer Cottages



THE ECONOMY, ease of installation, attractive appearance, moisture-resistant qualities and durability of Masonite leads to its widespread use for constructing lodges and summer cottages. At right is the living room of the summer lodge of a DuPont Company executive, situated at Pocono Preserve, Pocono Lake, Pennsylvania. Masonite Insulation with horizontal V-grooves is used throughout as upper side-walls and ceiling. The effect is one of pleasing texture contrast with the pine paneling on the lower walls.



Presdwood for Durable Exteriors

THE STORY of Presdwood is not yet finished! Besides all its other uses, Presdwood is coming into vogue for home and store exteriors. Because it is moisture-resistant, and will stand heat and cold, it remains durable in all kinds of weather.

The photographs on this page show two examples of such exterior use. That above is Mrs. Stover's candy shop in Kansas City, Missouri. The exterior as well as the interior is of Tempered Presdwood. The picture in the circle illustrates the front of the Rettig's Ice Cream Store, Houston, Texas. On both buildings sparkling metal strips give a modern distinctive touch to the clean, white surfaces.

The home pictured on page nine is an outstanding example of Presdwood for residential exteriors.

Hundreds of homes, stores, shops, tourist cabins, sandwich stands, service stations and refreshment booths are made of Tempered Presdwood, because it defies atmospheric conditions, is moisture-resistant, and durable. It can be bent to make modern rounded effects.

A few of the many uses to which Masonite Tempered Presdwood is put, are:

HOME INTERIORS — SHELVES — HOME EXTERIORS
FLOOR COVERINGS — WINDOW DISPLAYS
CONCRETE FORMS — PARTITIONS — DELIVERY CHUTES
PING-PONG TABLES — KITCHEN CABINETS
OFFICE LOCKERS — TOYS — STORE COUNTERS
BREAD BOARDS — BOOTH DISPLAYS
BILLBOARDS — TRAILERS — GARAGES
VENTILATORS
WAYSIDE SHOPS — BINS — TOPS FOR TABLES

FIVE STARS OF THE HOME BUILDING FIELD

Beauty, Utility, Durability at Low Cost

★ **MASONITE INSULATION:** Masonite Structural Insulation is like the other Masonite made products, all wood. It comes 4 feet wide and up to 12 feet in length, for wall sheathing, interior finish and sound deadening. It is moisture-resistant, heat-resistant, and sound-resistant. Can be easily beveled with any design, and by sandpapering a smart two-tone effect in brown can be achieved. A companion product, Masonite Insulating Lath, comes 2 feet by 4 feet, holds plaster with a firm grip and provides a thoroughly dependable plaster base.

★ **MASONITE QUARTRBOARD:** Both Masonite QuartRboard and Masonite Deluxe QuartRboard are semi-hard boards that make possible attractive interior panelings in their natural, rich brown color, or they can be sized and painted any hue. Especially popular when used on walls, painted in lovely tints, and beveled in modern designs, or combined with metal bands. Genuine Masonite QuartRboard, when properly installed, will not chip, crack or warp.

★ **MASONITE PRESDWOOD:** Masonite Presdwood and Tempered Presdwood combine the beauty of wood with permanence and rugged strength. It has been called "the wonder wood of a thousand uses." Because it is knotless, grainless, and splinterless it is especially adaptable for sidewalls and wainscots, for table tops, counters, and exteriors. It defies heat and cold, and is moisture-resistant. Properly applied it will not chip, crack, or warp, and can be painted any color. Like the other Masonite boards it can be sawed, nailed or glued.

★ **MASONITE TEMPRTILE:** A hard, tough board scored into four inch squares that will do wonders to the appearance of your kitchen or bathroom. It lends itself to enchanting color schemes for it takes colors perfectly. Properly installed it will not crack, chip or buckle. Easy to keep clean. Economical to install.

★ **CENTURY OF PROGRESS FLOORING:** For laying over wood floors only and for certain floor areas, nothing compares with Masonite Tempered Presdwood Century of Progress Flooring. This floor is handsome, durable and lower in price than any flooring comparable to it in quality and appearance.

MASONITE CORPORATION

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